

(k) ABSTRACT OF THE DISCLOSURE

The present invention is a forecasting method by which a forecasting business (the business doing a forecast) in a business (non-consumer) market, for a given forecast period, can input market size data, and ratings of competitive resources and market receptivity to: (1) forecast its market share in units of currency, as a percent of all market participants sales in units of currency, (2) forecast its market share in units of currency, (3) forecast a pricing ratio, needed to be used against its leading competitor to attain its forecasted market share, (4) forecast its leading competitor's market share in units of currency, as a percent of all market participants sales in units of currency, and (5) forecast all other competitors combined market share in units of currency, as a percent of all market participants sales in units of currency.